

INDEX TO DUN'S REVIEW

JANUARY 1968 – JUNE 1968, VOLUME 91, NUMBERS 1 – 6

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

KEY TO DEPARTMENTAL ITEMS

(BF) Business Failures
(I) International
(S) Sales and Marketing
(MI) Modern Industry
(EI) Executive Investor

—B—

BUSINESS FAILURES

The Road to Ruin (BF)	Jan.	97
A Very Good Year (BF)	Feb.	103
Where They Went Wrong (BF)	Mar.	119
The Depressed Druggists (BF)	Apr.	111
The Have-Nots (BF)	May	131
Middle-Aged Spread (BF)	June	103

—C—

COMPANIES

The "Big G" Stands for General	Jan.	44
The Go-For Broke Gamble of Warren Hayes	Jan.	44
The Big Push at Pepsi	Feb.	34
Crown Zellerbach Comes Out of the Woods	Feb.	50
The Tank Truck Tycoon	Feb.	54
Back-Office Boys From Boston	Feb.	54
The New Wave at Whirlpool	Mar.	40
The Cost-Cutter at Purex	Mar.	50
Simmons the Sandman	Apr.	48
How to Be a Tip-Top Manager	Apr.	48
Textron: A Time of Testing?	May	21
The Alchemist at Aniline	May	72
Manager in the Round	May	72
The Monumental Mission of North American		
Rockwell	June	37
One Man Running Hard	June	56
Top Banana	June	56

CORPORATE

The Graphic Management of Harris Intertype	Jan.	36
Management's Dilemma: Conflict of Interest	Mar.	27
Willers The Weatherman	Mar.	52
The Power of Contrary Thinking	Mar.	52
Royal Little Looks at Conglomerates	May	25

—E—

EXECUTIVES

The Rise of the Fast-Track Executives	Jan.	34
Why Do Executives Children Run Away?	Jan.	40
The New Man in Manufacturing	Apr.	34
'Let's Give Youth a Chance'	Apr.	36
The Staggering Cost of the Alcoholic Executive	May	32
Should Businessmen Jog?	June	46

ECONOMICS

Has the New Economics Failed?	Feb.	38
Housing — The Boom That Must Come	Mar.	32
The Vanishing Farmer — Challenge to the Economy	Apr.	28

—F—

FINANCE

Trouble Ahead? Money, Money, Money	Jan.	28
The Aggressive Investors of Corporate Cash	Feb.	40
New Style in Convertibles	Mar.	43
Executive Stock That Can't Be Sold	Apr.	25
Which Approach in Today's Market?	May	28
The Case for Commercial Paper	June	27

—G—

GOVERNMENT

Washington's Influential Lawyer Lobbyists	Jan.	32
The Mood of Congress	Apr.	46
Industry's Men in Washington	May	62
The Business Choice for President	June	34
Crime in the Streets	June	45

—I—

INDUSTRY

Blue Collar Computers (MI)	Jan.	63
Surge of the Supermetals (MI)	Feb.	71
New Factories and Old Flaws (MI)	Mar.	71
Fast Track for the Unit Train (MI)	Apr.	66
Electronics Under the Sea (MI)	May	94
Fluidics: Tomorrow's Technology (MI)	June	74

INTERNATIONAL

Europe's Whiz Kids (I)	Jan.	59
Balance of Payments: What Do We Do Now?	Feb.	27
Honeywell Closes the Gap (I)	Feb.	67
Turbulence in Eurobonds	Mar.	30
Stock Market Boom — German Style (I)	Mar.	57
Stock Market Boom — Italian Style (I)	Mar.	56
The Capitalists of Communism	Apr.	42
France's Supersonic Salesman (I)	Apr.	61
"Let's Get Rid of Gold"	May	35
The Gnomes: When Will They Strike Again?	May	37
The Flying Dutchman (I)	May	78
Denmark's Inventive Entrepreneur (I)	June	69

INVESTMENTS

Heyday of the Hedge Funds	Jan.	23
Twelve for the New Year (EI)	Jan.	89
What to Do About a Merger (EI)	Feb.	101
Seven Solid Stocks (EI)	Mar.	111
Opportunities in Alaska Oil (EI)	Apr.	105
A Look at Housing (EI)	May	123

T O P I C S I N D E X

-L-

LABOR

The Unions Versus the Conglomerates	Feb.	47
No Steel Strike This Year?	Mar.	48
The Spread of the White Collar Unions	May	50
Public Employees: "They're Going to Strike"	June	51

-M-

MANAGEMENT

A Mess in MIS?	Jan.	26
The Turnaround Companies	Feb.	30
The Art of 'Troika' Management	Apr.	41
What Makes Creative Management?	May	43
The Profit Leaders — Their Formula and Strategy	June	30
Systems: Too Much Too Soon?	June	40

-P-

PERSONNEL

The President and His People	Apr.	38
The Perennial Problem — Motivation	May	41

-S-

SALES & MARKETING

Tatersalls for Tycoons (S)	Jan.	55
How to Sell Scotch (S)	Feb.	63
Rebirth of the Salesman	Mar.	45
The Salesmen of Self-Help (S)	Mar.	67
The Marketing Merlins of Philip Morris	Apr.	32
It Was Bigger than Coke(S)	Apr.	55
What Makes Nathan's Famous? (S)	May	87
Lenox Breaks the Mold (S)	June	65

-T-

TAXES

The Income Tax: Is There an Alternative?	Mar.	38
--	------	----

COMPANY INDEX

KEY: (X) Company Story

A

Admiral Corp.: Jan. 23
Aeroquip: Jan. 24
Alco: Feb. 72
Allied Chemical: Apr. 26
Allied Stores: Mar. 44; June 97
American Brass Co.: Feb. 75
American Broadcasting: Feb. 86, 101
American Can: Mar. 111
American Home Products: Jan. 89;
Feb. 48
American Hospital Supply: June 31
American Meat Institute: May 62
American Metal Climax Corp: Feb. 41,
72, 75
American Safety Razor: Apr. 80
American Smelting & Refining Co.:
Feb. 72
American South African Investments:
May 31
American Standard: Mar. 36
American Tobacco: Apr. 77
American Woolen Co.: May 22, 27
Anken Chemical: Jan. 25
Apco Oil Corp. Feb. 41
Armour: Feb. 86
Armstrong Cork: May 123
Arnan Industries: Apr. 88
Arrow Co.: Jan. 55 (X)
Astrodata: Jan. 25
Associated Dry Goods: June 97, 98
AT & T: Jan. 35
Atlantic Richfield: Apr. 105;
June 28
Atlantic Research: Apr. 89
Auto Actif: Apr. 44
Automatic Data Processing: Jan. 25
"Automatic" Sprinkler: Feb. 101
Automobile Manufacturers: May 63
AVM: May 31
Avnet: Feb. 101

B

Baldwin Locomotive: Feb. 86
Balkancar: Apr. 42, 43
Bangor Punta: Feb. 101; Apr. 26
Bankers Trust: May 29
Bard: Apr. 26
Bay Colony Associates: Jan. 77

Beeline Fashions: Jan. 25
Benada Aluminum Co.: May 27
Bendix Corp.: May 100, 101
Beryllium Corp.: Feb. 72
Bethlehem Steel: Jan. 89; June 28
Boeing: Mar. 55
Boise Cascade: Feb. 101; May 123
Booz, Allen, Hamilton: Jan. 59
Borden: Feb. 101; Apr. 41
Broadway-Hale Stores: Mar. 44
Brunswick Drug Co.: June 94
Brush Beryllium: Feb. 72
Burns, William J.: Jan. 89
Burroughs: Jan. 89; June 31

C

Calumet & Hecla: Feb. 72
Canadian Pacific RR: Apr. 70
Canteen: Jan. 25
Capital Management Associates: Jan. 77
Career Academy: Jan. 25
Carpenter Steel: Feb. 72
CBK Industries: Apr. 31
Cessna Aircraft: Mar. 44
Chemical Leaman Tank Lines: Feb. 54
Chrysler: Feb. 74; Mar. 31
Clark Gum: Apr. 81
Cluett, Peabody & Co.: Jan. 55
Coca-Cola: Feb. 35, 78
Columbia Broadcasting System:
Jan. 25, 27
Commonwealth Oil Refining: Mar. 44
Computer Sciences: Apr. 26
Computing & Software: Apr. 26
Consolidated Foods: Feb. 101
Continental Telephone: Feb. 101
Control Data: Jan. 64
Coquille Plywood: May 26
Cottrell Co.: Jan. 38
Craft Master Corp.: Jan. 46
Crest Food Industries: Mar. 74
Crowell, Collier: Jan. 89; Mar. 44;
June 33
Crown Zellerbach Corp.: Feb. 50 (X)

D

Deere & Co.: Apr. 82
Denny's Restaurant: Jan. 25
Detroit Edison: Apr. 68
Digital Equipment: Jan. 64
Dow Clark: Feb. 72

E

Eaton & Howard: Mar. 43
Edinburgh's Scottish and Newcastle,
Ltd.: Feb. 63
Edo Corp.: May 95
El Paso Natural Gas: Mar. 106
Eltra: Feb. 101
Emporium Capwell: Feb. 42

F

Fansteel Metallurgical Corp.: Jan. 44 (X)
Feb. 72
Federal Reserve Bank: June 28
Federated Department Stores: June 97,
98
Firestone: Jan. 89
First Charter Financial: Jan. 29; May 123
First National City Bank of New York:
Jan. 27
Foote Mineral: Feb. 72
Ford Motor: Jan. 89; Feb. 41, 74;
June 31
Frito-Lay: Feb. 35, 36, 78
Franks Nursery Sales: Jan. 25

G

Gates Rubber: Apr. 31
General American Transportation:
Mar. 111
General Aniline & Film Corp.: May 72 (X)
General Dynamics: May 94
General Electric: Jan. 64; Feb. 48, 49,
72; Mar. 37
General Instrument: Jan. 25
General Mills: Jan. 44 (X)
General Motors: Jan. 81; Feb. 74
General Public Utilities: June 91
General Shale: Mar. 85
General Telephone: Feb. 101
General Tire: Feb. 101
Georgia-Pacific: Feb. 101; Mar. 36;
May 123
Giddings & Lewis: Jan. 25
Gilbralter Financial: May 123;
June 40
Gillette: Mar. 3, 75
Gimbel Bros.: June 97, 98
Great Northern RR: Apr. 74
Great Western Financial: Jan. 29;
Mar. 35; May 123
Greyhound: Feb. 101
Grimm, W.T.: Feb. 101
Grolier: Mar. 44

COMPANY INDEX

Grumman Aircraft: Mar. 44
Guerdon Industries: Mar. 85
Gulf & Western: Feb. 101

H

Harris-Intertype: Jan. 36 (X)
Hexcel Corp.: Jan. 25
High Voltage Engineering: Jan. 25
Holiday Inns: June 31
Honeywell: Jan. 35; Feb. 67
Hooker Chemical Corp: Mar. 52
Hoover: Mar. 36
Hubshman Fund: Jan. 23, 24, 25
Hunt Foods: Apr. 26

I

Ideal Cement: Mar. 36
Illikon Corp.: Apr. 26
Illinois Central: May 72
International Business Machines: Jan. 38, 64; Mar. E16c; May 29
International Harvester: Mar. 111
International Minerals & Chemicals: Jan. 35, 73, 74
International Mining: Apr. 26
International Nickel: Feb. 72
International Silver: Apr. 91
International Telephone & Telegraph: Jan. 31; Feb. 86, 101; Mar. 33
Interstate Dept. Stores: Mar. 44
Intertype & Gates Radio: Jan. 38
Investors Companies Services Corp: Feb. 54
Ipco Hospital Supplies: May 30
Iskra-Electronik: Apr. 44

J

John Hancock Life: Mar. 43
John's Bargain Stores Corp: Feb. 103

K

Kaiser Aluminum & Chemical Co.: Feb. 75
Kaiser Industries: Apr. 26
Kawecki Chemical: Feb. 72
Kennecott Copper: Feb. 72
Kenner Products: Jan. 46
Keystone Custodian Funds: Feb. 54
Kilde, Walter: Jan. 89
Kimberly-Clark Corp.: June 69
King Resources: Jan. 25
Kordite: May 26

L

Lease Plan: Feb. 35
Leaseway Transportation: Feb. 101
Lenox: June 65
Levi Strauss: Apr. 84
Levitt & Sons: Mar. 33
Lina Trading & Contracting: Apr. 98
Ling-Temco-Vought: Jan. 31
Lithoplate: Jan. 38
Litton Industries: Jan. 31; Feb. 101; Mar. 75; Apr. 26; May 21
Lockheed Aircraft: June 41
Lytton Financial: Jan. 29

M

Macey Co.: Jan. 38
Macy, R.H.: June 97, 98
Maine Sugar Industries: Feb. 101
Management Information Systems: Jan. 26
Marathon Oil: Apr. 105
Marley Tile Co.: Apr. 62
Martin Marietta: June 70
May Dept. Stores: June 97, 98
McEwan & Co., William: Feb. 64
Metra: Jan. 59
Metrodynamics: Feb. 74
Miller & Co.: May 22
Missouri Pacific: Apr. 70
Mobil Chemical: Jan. 64
Molybdenum Corp. of America: Feb. 72
Monsanto: Apr. 26
Montgomery Ward: Apr. 84
Mount Vernon Assoc. Jan. 24
Moxie: Apr. 55
MSL Industries: Feb. 101

N

Narco Scientific: Jan. 25
Nathan's: May 87 (X)
National Dairy: May 30
National Gypsum: May 123
National Homes: Mar. 85
National Lead: Mar. 111
National Life & Accident: Mar. 111
National NuGrape: Apr. 55
National Video: Jan. 25
North American Rockwell: June 37 (X)
North American Van Lines: Feb. 35
Northrop: Mar. 44, 52

O

Ogden: Mar. 85
Olin Mathieson Chemical: Jan. 64, 65

Oregon Metallurgical: Feb. 72
Owens Corning: Jan. 23
Owens Illinois: Mar. 44

P

Pacific Gas & Electric: Jan. 29
Pacific Intermountain: Jan. 89, May 29
Pacific Northwest: Mar. 37
Parker Brothers: Jan. 46
Penn-Central: Apr. 66
Penney, J.C.: June 97, 98
Pennsylvania Life: Apr. 26
Pennsylvania Power & Light: June 28
Pepsico: Feb. 35, 36, 37, 78 (X); May 30
Pharmaceutical Mfg. Ass.: Jan. 81
Philip Morris: Apr. 32, May 29
Pittsburgh Plate Glass: Mar. 111
Polaroid: Jan. 71; May 29
Portland General Electric: Mar. 37
Proctor & Gamble: Jan. 86; Mar. 50
Purex Corp.: Mar. 50

R

Radiation Dynamics: Apr. 26
Radiation, Inc.: Jan. 37
Radio Corp. of America: Jan. 26, 87
Rainbow Crafts: Jan. 46
Raytheon: Feb. 10
Reactive Metals: Feb. 72, 76
Reading Railroad: Apr. 70
Republic Steel: Feb. 72
Research - Cottrell: May 30
Revere Copper & Brass: Apr. 90
Revere, Paul: Apr. 26
Reynolds Metals: Feb. 72
Reynolds, R.J.: Apr. 26, 76
Ross, Will: Mar. 44
Rothschild, N.M. & Sons: Jan. 30
Rowan Controller Co.: Feb. 74
Royal Crown: Feb. 36
Royal Netherlands Aircraft Factories: May 78
Ruberoid Co.: May 73

S

Savoy Industries: Jan. 25
Sears, Roebuck: Mar. 40, 42; Apr. 84
SECA: June 70, 72
Shaker Heights Savings: Mar. 85
Sherwin-Williams: May 23
Shulton: Jan. 89
Silicon Transistor: Jan. 25
Simmons: Apr. 48

COMPANY INDEX

Simpson Lumber Co.: Feb. 52
 Sinclair: Apr. 105
 Singer: Feb. 101; Mar. 111
 Skelly: Apr. 105
 Smith Industries: Jan. 25
 Societe-Poch: Apr. 44
 Southern Pacific: Feb. 41
 Sprague Electric: Mar. 44
 Stamper, F.W.: Jan. 46
 Standard Oil of New Jersey: Jan. 31,
 Feb. 41
 Standard Oil of Ohio: Jan. 35

T

Technoexportstroj: Apr. 98
 Teledyne: Jan. 31, 71, 89; Feb. 72, 101
 Texaco: May 31
 Textron: Feb. 101; May 21, 25 (X)
 Titanium Metals: Feb. 72
 Tobacco Institute: May 63
 Tom Huston Peanut Co.: Jan. 46
 Trane: Mar. 44
 Trans World Financial: May 123
 Tyco Labs: Mar. 106, Apr. 26

U

Union Carbide: Jan. 64, 71, 87; Feb. 48,
 49, 72
 Union Oil: Apr. 105
 Union Tank Corp.: June 56
 United Carr: Jan. 24
 United Fruit: June 56
 United Utilities: Feb. 101
 U.S. Gypsum: Jan. 25
 U.S. Steel: Jan. 29, 71; Feb. 41, 72;
 Mar. 37, 48
 U.S. Plywood & Champion: May 123

V

Value Line Special Situations Fund:
 Apr. 88
 Vare: Jan. 25

W

Wallace, John Mechanical Handling Ltd.:
 Apr. 43
 Walt Disney Productions: Mar. 43, 106
 Ward Foods: Apr. 48

Warwick Electronics: Mar. 40
 Waterway Terminals Co.: Feb. 83
 Western States Meat Packers Assoc.:
 May 62
 Westinghouse: Jan. 64; Feb. 48
 West Point—Pepperell: Jan. 89
 Weyerhaeuser: Mar. 36
 Whirlpool: Mar. 40 (X)
 Winn-Dixie Stores: Apr. 26
 Wolman, Jerry Construction: Feb. 103
 Woolworth: Jan. 62; Apr. 84

X

Xerox Corp.: Jan. 35, 71, 72, 73; May 29
 Xtra, Inc.: May 30

Z

Zapata Off-Shore Oil; May 106

AUTHOR INDEX

AUTHOR INDEX

KEY:

(D) Departmental

BAUMAN, J.N.

Rebirth of the Salesman March 45

BERKWITT, GEORGE J.

Blue Collar Computers (D) Jan. 63
Surge of the Supermetals (D) Feb. 71
New Factories and Old Flaws (D) March 71
The New Man in Manufacturing April 34
Electronic Under the Sea (D) May 94
Systems: Too Much Too Soon? June 40

BRDLIK, MEL

The Tank Truck Tycoon Feb. 54
Fast Track for the Unit Train (D) April 66
Manager in the Round May 72
Fluidics: Tomorrow's Technology (D) June 74

CAPLAN, BASIL

Denmark's Inventive Entrepreneur (D) June 69

DILLON, GEORGE S.

The President and His People April 42

EMBREE, GEORGE

The Flying Dutchman (D) May 78

GREGORE, GENE

The Capitalists of Communism April 42

HERSHMAN, ARLENE

A Mess in MIS? Jan. 26
New Style in Convertibles March 43
Executive Stock That Can't Be Sold April 25
Which Approach in Today's Stock Market? May 28
The Case for Commercial Paper June 27

HUMPHRIES, LYNN

Businessmen's Expectations (D) March 13
Businessmen's Expectations (D) June 101

LEKACHMAN, ROBERT

The Economy (D) Jan. 11
The Economy (D) The Dollar at Bay Feb. 11
The Economy (D) Jobs and the Jobless March 11
The Economy (D) Business Must Lead the Way April 11
The Economy (D) The Hour is Late May 11
The Economy (D) The Candidates and the Issue June 11

LEVY, ROBERT

The "Big G" Stands for General Jan. 44
The Go-For-Broke Gamble of Warren Hayes Jan. 44
Willers the Weatherman March 52
Simmons the Sandman April 48
How To Be a Tip-Top Manager April 48
The Alchemist at Aniline May 72
What Makes Nathan's Famous (D) May 87
One Man Running Hard June 56
Top Banana June 56

LEWIS, VIVIAN

Honeywell Closes the Gap (D) Feb. 67
France's Supersonic Salesman (D) April 61

LYNCH, PHILIP

The Stock Market Boom - German Style (D) March 57

MARGETTS, SUSAN

Why Do Executives' Children Run Away? Jan. 40
Tatersalls for Tycoons (D) Jan. 55
Back-Office Boys From Boston Feb. 54
The Salesmen of Self-Help (D) Mar. 67
"Let's Give Youth a Chance (D) April 36
It Was Bigger Than Coke (D) April 55
The Staggering Cost of the Alcoholic Executive May 32
Lenox Breaks the Mold (D) June 65

MARUSI, AUGUSTINE R.

The Art of "Troika" Management April 41

McGREGOR, ALAN

The Gnomes: When Will They Strike Again? May 37

MESSINA, MARC

The Appliance Boom - Italian Style (D) March 56

MURRAY, THOMAS J.

The Rise of the Fast-Track Executive Jan. 34
The Turnaround Companies Feb. 30
Housing - The Boom That Must Come March 32
Textron: A Time of Testing? May 21
Royal Little Looks at Conglomerates May 25
The Profit Leaders - Their Formula and Strategy June 30

POINDEXTER, JOSEPH

The Graphic Management of Harris-Intertype Jan. 36
The Big Push at Pepsi Feb. 34
The New Wave at Whirlpool March 40
The Vanishing Farmer: Challenge to the Economy April 28
Should Businessmen Jog? June 46

POTTER, PHILIP

The Mood of Congress April 46

ROSEN, GERALD R.

Trouble Ahead? Money, Money, Money Jan. 28
Has the New Economics Failed? Feb. 38
The Income Tax: Is There an Alternative? March 38
"Let's Get Rid of Gold" May 35
The Business Choice for President June 34
Crime in the Streets June 45

ROSS-SKINNER, JEAN

Europe's Whiz Kids (D) Jan. 59
Woolworth's British Gamble (D) Jan. 62
How to Sell Scotch (D) Feb. 63
Turbulence in Eurobonds March 30
Britain's Number One Executive (D) April 62

SEEGER, MURRAY

The Unions Versus the Conglomerates Feb. 47
No Steel Strike This Year? March 48
The Spread of the White Collar Unions May 50
Public Employees: "They're Going to Strike" June 51

THACKRAY, JOHN

The Marketing Merlins of Philip Morris April 32

VIORST, MILTON

Washington's Influential Lawyer - Lobbyists Jan. 32
Industry's Men in Washington May 62

WEIL, GORDON

Belgium's Pioneering Oilman (D) June 70

WEINER, JACK B.

The Monumental 'Mission' of North American Rockwell June 37

WEINGARTEN, JAALA

Balance of Payments: What Do We Do Now? Feb. 27
Management's Dilemma: Conflict of Interest March 27
That Perennial Problem-Motivation May 41

WHITEHEAD, COMMANDER EDWARD

What Makes Creative Management? May 43

WILLAT, NORRIS

Crown Zellerbach Comes Out of the Woods Feb. 50
The Cost-Cutting at Purex March 50
The Power of Contrary Thinking March 52

WYANT, ROWENA

The Road to Ruin (D) Jan. 97
A Very Good Year (D) Feb. 103
Where They Went Wrong (D) March 119
The Depressed Druggists (D) April 111
The Have-Nots (D) May 131
Middle-Aged Spread (D) June 103

INDEX TO DUN'S REVIEW

JULY 1968 - DECEMBER 1968, VOLUME 92, NUMBERS 7 - 12

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

ARTICLES INDEX KEY:

(D) Departmental
(BF) Business Failures
(MI) Modern Industry
(I) International
(EI) Executive Investor
(SM) Sales & Marketing

-B-

BUSINESS FAILURES (Monthly)

Eliminating the Middleman (BF)	July	87
A Tale of Two Bankruptcies (BF)	Aug.	82
Due To Circumstances (BF)	Sept.	129
To Be a Boss (BF)	Oct.	145
The Credit-Ability Gap (BF)	Nov.	135
The Spoilers (BF)	Dec.	91

-C-

COMPANIES

Alcoa: A Giant on the Go	July	40
Another Part of the Forest	July	54
Smilin' Jack of the Cargo Jets	July	54
A Conglomerate Called Martin-Marietta	Aug.	28
The Total Energy of Marvin Chandler	Aug.	48
The Wizard of North Bergen	Aug.	48
The Palace Revolt at Royal Dutch/Shell	Sept.	42
SDS: It's Real-Time Management	Sept.	58
The Methods Manager From Indiana	Sept.	82
Garbage In, Profits Out?	Sept.	82
Uniroyal: Where Does It Go From Here?	Oct.	42
Up-Tight in Software	Oct.	73
Turnaround Specialist	Oct.	90
The Golden Touch of American Research and Development	Nov.	40
Chief of the Indians	Nov.	82
Flier in Precious Metals	Nov.	82
The Growth Management of TRW	Dec.	30
The Master Chef of Management	Dec.	50
He Turns Junk into Gold	Dec.	50

COMPUTERS

Needed: A Yardstick for Computers	Aug.	40
-----------------------------------	------	----

ECONOMICS

The Economy	Monthly Column	
Looking Four Quarters Ahead (D)	July	85
Businessmen's Expectations (D)	Sept.	127
What's Ahead in Capital Spending?	Oct.	53
Looking Four Quarters Ahead (D)	Oct.	143
Business Men's Expectations (D)	Dec.	93
The Economy	Monthly	

-E-

EXECUTIVES

Those Restless Young Executives	July	37
The Hobbies of Business	July	50
A Formula for Measuring Executives?	Aug.	43
What Makes a Winner?	Sept.	71
Divorce Executive Style	Oct.	35
General Electric's Old-Boy Club	Oct.	48
Those Lawsuits Against Executives	Oct.	51
Trade Secrets and the Mobile Executive	Oct.	60
Why Can't Executives Communicate?	Nov.	66

-F-

FINANCE

Anatomy of a Raid	Sept.	54
A Handy Guide to the Corporate Raider	Oct.	38
Advice from an Aging Conglomerator to His Nephew	Nov.	37
The Daring Young Men of Acquisitions	Dec.	26

-G-

GOVERNMENT

Washington Desk	Monthly Column
Antitrust: A Hard Look at the Guidelines	Sept. 65
The Man Who Fights Inflation	Nov. 57

-I-

INDUSTRY

The Printed Word: It's What's Happening (MI)	July	67
Exotic Energy: The Sky's the Limit (MI)	Aug.	63
Ultrasonics: The Quiet Boom (MI)	Sept.	105
"The Oddest Industry on Earth"	Oct.	64
The Billions in Biomedics (MI)	Oct.	103
Alaska Report (MI)	Nov.	101
Microwaves: A Technology in Search of a Market (MI)	Dec.	63

INTERNATIONAL

Titan of the Tape Recorder (I)	Aug.	57
Free Trade Across the Atlantic?	Sept.	51
Volvo Keeps Rolling Along (I)	Sept.	97
The English Jimmy Ling	Oct.	90
Socializing the Losses? (I)	Oct.	112
French Business (I)	Oct.	112
Britain's Maverick Bank	Nov.	72
The "Other" German Miracle	Nov.	79
The Cash in Clay (I)	Nov.	95

INVESTMENTS

Will the Funds Run Companies?	July	31
Over the Counter: Frantic, Frenetic, Frazzled	Aug.	32
More Bounce for the Tire Makers? (EI)	July	81
Earnings Under Pressure (EI)	Aug.	73
What IS a Businessman's Risk?	Sept.	38
Changed Investment Climate (EI)	Sept.	125
Looking Ahead (EI)	Oct.	137
"This is a Special Situations Market"	Nov.	48
Focus on Health (EI)	Nov.	133
U.S. Stocks the Swiss Don't Like	Dec.	23
New Look in Life Insurance	Dec.	87

TOPICS INDEX

-L-

LABOR

The Unions and the Money Managers	Sept.	79
Coming Next: The Super Union	Oct.	79

-M-

MANAGEMENT

How Good Are the Management Sciences?	July	34
Teams of Trouble	Aug.	25
The Rocky Road to Company Goals	Sept.	48
The Model Way to Corporate Success	Nov.	33
The Strange Case of the Company Plane	Nov.	50
The Five-Year Forecast: Better Than a Guess?	Nov.	61
New Year's Biggest Challenge	Dec.	36
Management's Closed Loop	Dec.	38
The New Realities of Corporate Power	Dec.	43

-P-

PERSONNEL

Close-up: How Do You Motivate Employees	Dec.	12
Management Training: An Act of Faith	Dec.	46

-R-

RATIOS

The Ratios of Retailing	Sept.	88
The Ratios of the Wholesalers	Oct.	119
The Ratios of Manufacturing	Nov.	107

-S-

SALES & MARKETING

A Car Called Excalibur (SM)	July	63
Farrington Scans the Future (SM)	Aug.	53
Reciprocity Under Fire	Sept.	35
To Catch a Star (SM)	Sept.	90
The Master Plan of Wah Chin	Sept.	90
Can You Trust a Marketer Over 30?	Oct.	68
Taylor-Made Profits (SM)	Oct.	99
Rewving Up the Dealers (SM)	Nov.	93
Big Wheel on Campus (SM)	Dec.	59

-T-

TAXES

Close-up: A Talk With Alf Landon	July	12
He Holds the Government Purse Strings	July	47
A Negative Income Tax?	Aug.	38
Close-up: "Let's Change Capital Gains"	Nov.	16

COMPANY INDEX

A

Abex Corp.: Sept. 49; Nov. 65
 Aero-Chatillon: Nov. 126
 Aerojet-General: Oct. 104, 109
 Aerospace Industries Assoc.: Sept. 107
 Aetna Insurance: Dec. 88
 AFL-CIO: Sept. 79; Oct. 79, 82, 84, 86
 Air Reduction: Oct. 104
 Alaska Scouting Service: Nov. 102
 Alcoa: July 40, 42, 78, 79; Nov. 62
 Allegheny Ludlum Steel: Sept. 37
 Allied International Corp.: July 51
 Allied Suppliers: Aug. 60
 Allis-Chalmers: Oct. 53, Nov. 104
 Alloys Unlimited: Dec. 24
 Alphanumeric: Aug. 35
 Aluminum Co. of America: Nov. 62
 Amana Refrigeration: Dec. 63, 67
 Americana Mobile Homes: Dec. 74
 American Airlines: Sept. 48; Oct. 70
 American Can: Aug. 38
 American Chain & Cable: Sept. 40
 American Home Products: Nov. 132; Dec. 50
 American Investors: July 33
 American Management Assoc.: Sept. 36
 American Metal Climax: Aug. 43, 44
 American Motors: Aug. 68; Nov. 93, 94
 American Novawood: Aug. 29, 65
 American Optical: Oct. 104
 American Photocopy: Sept. 40, 50
 American Potash: Oct. 62
 American Research & Development Corp.:
 Nov. 40, 45, 120, 121; Sept. 40
 American Standard Co.: Sept. 36, 37
 American States Insurance: Dec. 88
 American Sugar: Aug. 39
 American Telephone & Telegraph: July 38, 39
 American Tobacco: Dec. 45, 50
 Ametek: Aug. 73
 Amoskeag Co.: July 31
 Amrep Corp.: Sept. 118-119
 Anglo-American Corp.: Oct. 67
 Apeco: Sept. 50
 A.P. Green Refrigerators: Aug. 39
 Apple River Chemical Co.: Aug. 50
 Applied Devices: Dec. 24
 Armco Steel Corp.: Sept. 50; Nov. 62
 Armstrong Rubber: July 81
 Ash Temple Ltd.: Nov. 83
 Associated Bakeries: Aug. 60
 Associated Spring Corp.: Sept. 50;
 Nov. 61, 65
 Atherton Co.: Dec. 67
 Athlone Industries: Aug. 37
 Atlantic Richfield: Nov. 101, 102, 104, 126
 "Automatic" Sprinkler Corp. of America:
 Nov. 67, 68
 Avco: July 36; Oct. 109

B

Bank of America: Nov. 76; Dec. 44
 Bank of London & Montreal: Nov. 74
 Bank of London & South America: Nov. 72, 76
 Banque Francaise Italienne: Nov. 72
 Barber-Coleman Co.: Oct. 54
 Basic Vegetables: Sept. 37
 Bauer, Eddie: Nov. 102
 Baxter Instruments: Oct. 109
 Beam Distilling: Dec. 45
 Bechtel Corp.: Nov. 104
 Bell & Howell: Dec. 60

Bell Telephone Lab.: Dec. 68
 Bendix Corp.: Dec. 39, 40, 83
 Benguet Consolidated: Nov. 125
 Bernstein Macaulay: Sept. 39
 Bio Dynamics: Dec. 24
 Birtcher Corp.: Oct. 104
 Black Dot Inc.: Sept. 118
 Bland Co.: Sept. 85
 Boeing: Dec. 30
 Boothe Computer: Aug. 32
 Booz, Allen, & Hamilton: Dec. 27
 Borden, Inc.: Oct. 70; Dec. 37
 Brandon Systems: Oct. 128
 Branson Instruments: Sept. 109
 Branson Sonic Power: Sept. 109
 Brighton Colorado National Bank: Sept. 80
 British Leyland Motor Corp.: Oct. 97
 British Motor Corp.: Oct. 97
 British Petroleum: Nov. 102
 British Steel Corp.: Oct. 113
 Brockway Glass: Oct. 137
 Bro Dart Industries: Dec. 24
 Brush Beryllium: Sept. 38; Dec. 24
 Bunker-Ramo Corp.: Dec. 84
 Burnham & Co.: Sept. 38
 Burns, William J.: Oct. 137
 Burroughs Corp.: Oct. 129

C

Calcomp: Dec. 24
 Caltex: Sept. 99
 Camco: Nov. 45
 Campbell Chibougama: Dec. 24
 Canadian International Tower: July 33
 Canadian Liquid Air, Ltd.: Aug. 49
 Canon Camera: Oct. 130
 Carborundum: Aug. 70; Nov. 84
 Career Academy: Dec. 24
 Cargill: Dec. 48
 Carter, Berlind and Weill: Sept. 39
 Caterpillar: Sept. 111; Nov. 104
 Cavitron Ultrasonics: Sept. 109, 110, 111, 112
 CED: Nov. 121
 Cenco Instruments: Oct. 104
 Cerro Corp.: Sept. 82, 83, 84, 85
 Channing Group: Nov. 48
 Charbonnage de France: Oct. 113
 Chase Manhattan Bank: Oct. 54
 Chase & Sanborn: Oct. 62
 Chemical Bank New York Trust: Dec. 36
 Chemical Corp.: Oct. 54, 62
 Chicago & North Western Ry.: July 33
 Chock Full of Nuts: Sept. 90
 Chrysler Corp.: Sept. 41
 Chun King Corp.: Dec. 50, 52
 Circle Industries: Sept. 50
 CIT: Oct. 104
 Cities Service: Nov. 62
 City Investing Co.: Dec. 27, 28, 74
 Clark-Cleveland: Dec. 29
 Clayton, George D. Assoc.: Dec. 54
 Clorox: Dec. 80
 CAN Financial Corp.: Dec. 87
 CNA Investor Services, Inc.: Dec. 87
 College Inn: Dec. 50
 Commonwealth Edison Co.: Aug. 49, 68
 Compagne Francaise du Petrole: Sept. 100, 102
 Computer Sciences: Oct. 73; Dec. 24
 Computer Usage: Nov. 45
 Condec Corp.: Dec. 28

Connecticut General Insurance: Dec. 88
 Conrac: Sept. 110; Nov. 45
 Consolidated Coal: Aug. 64
 Consolidated Controls: Aug. 65
 Consolidated Foods: Sept. 37
 Container Corp.: Dec. 37
 Continental Can: Sept. 107, 112
 Continental Casualty: Dec. 87, 88
 Continental Assurance: Dec. 87
 Continental Insurance: Sept. 39
 Continental Oil: Oct. 53
 Continental Steel Corp.: Dec. 37
 Control Data Corp.: Sept. 116; Oct. 126
 Cooper Laboratories: Nov. 40, 44, 45
 Cooper Tire & Rubber: July 81
 Cordis: Nov. 40, 45
 Canadian Liquid Air, Ltd.: Aug. 49
 Corner House Group: Oct. 64
 Corn Products Co.: Dec. 74
 Coronation Products: Dec. 50
 Country Kitchen: Sept. 90
 C. R. Bard: Nov. 133
 Cresap, McCormack & Paget: Sept. 118;
 Dec. 40
 Crest Seafood Corp.: Sept. 91
 Crest Ultrasonics: Sept. 109
 Crittal Hope Ltd.: Oct. 90, 96
 Curtis Publishing: Dec. 24
 Curtiss Wright: Sept. 40; Oct. 51

D

Data Processing: Dec. 24
 Davi-Callihan: Oct. 50
 Davis & Rock: Sept. 58
 Deere & Co.: Aug. 39; Nov. 104; Dec. 48
 Delaware & Hudson: July 31
 Diebold Group, Inc.: Aug. 40, 42
 Diet-Rite Cola: Dec. 39
 Digital Applications: Aug. 37
 Digital Equipment: Oct. 126; Nov. 40, 45
 Diners Club: Sept. 39
 Dominion Life Assurance of Canada: Dec. 88
 Donaldson, Lufkin, & Jenrette: Sept. 40
 Donnelley, R. R.: Sept. 125
 Dorr-Oliver: Sept. 40
 Dow Chemical: Aug. 65; Nov. 126
 Dreyfus Fund: July 73
 Dubied & Cie.: Sept. 85
 Duffy-Mott: Dec. 45
 Dunkin Donuts: Dec. 24
 Dunlap & Assoc.: Nov. 36; Dec. 46
 Dupont, E. I.: Aug. 44, 57; Oct. 62, 109
 Duplan: Sept. 41
 Duro Test Corp.: Aug. 48, 50

E

Eastern Airlines: Sept. 48
 Ecological Sciences: Dec. 24
 Edo Corp.: Sept. 38
 Ehrenreich Photo-Optical: Sept. 125, 126
 Electric Storage Battery Co.: Dec. 36
 Electronics Capitol: Sept. 40
 Eltra Corp.: July 68, 69
 Emerson Electric Co.: Dec. 68
 Engelhard Minerals & Chemicals: Nov. 95
 English China Clays Ltd.: Nov. 95, 96
 English Clays Lovering Pochin Co.: Nov. 96
 Enjay Chemical: Sept. 49
 ERAP-ELF: Sept. 99, 100, 102
 Esquire: Oct. 137, 138
 Essex Wire Corp.: Sept. 82, 85

COMPANY INDEX

Export-Import Bank: Nov. 118
Extencicare: Dec. 24

F

Fairchild Camera & Instrument Corp.:
Oct. 60; Nov. 68, 126
Farrington Mfg. Co.: Aug. 53, 54; Dec. 24
Federal Compress Warehouse: Nov. 49
Federal Trade Commission: Sept. 36
Federated Dept. Stores: Dec. 36
Fenwal Laboratories: Oct. 109
Filler Products: Dec. 50
Fine Fare: Aug. 60
Firestone Tire & Rubber: July 81, 82
First National City Bank: Nov. 76, 104;
Dec. 44
Flight Safety: Dec. 24
Food Essence Mfg.: Oct. 91
Ford: Aug. 26, 71; Sept. 40; Oct. 129;
Nov. 126; Dec. 46, 47, 48
49th Store Gifts Shop: Nov. 102
F. D. Foster: Sept. 105
Foster Wheeler: Aug. 65
Four Seasons Nursing: Dec. 24
Fox Stanley Photo Products: Nov. 124
Freeport Sulphur: Nov. 96
Frontier Bank: Sept. 80

G

General Cable: Sept. 84
General Dynamics Corp.: Sept. 37; Aug. 73, 74;
Oct. 126
General Electric: Oct. 48, 49, 50, 74, 111, 126;
Nov. 34, 62; Dec. 46, 47, 48, 63
General Finance: Dec. 87
General Foods: Sept. 37
General Instrument: July 33
General Motors: Oct. 47; Aug. 68
General Learning Corp.: Oct. 50
General Public Utilities: Aug. 65
General Telephone & Electronics: Sept. 41
General Time: July 33
General Tire & Rubber: Sept. 35; July 81, 82
Gentry: Sept. 37
Gerber Scientific: Aug. 39; Dec. 24
Getty Oil: Sept. 39
Gimbel Brothers: July 33
Global Marine: Dec. 24
Globe Union: Aug. 63
Goldfields of South Africa: Oct. 62
Goodrich, B. F.: July 81, 82; Oct. 61, 62
Goodyear Tire & Rubber: July 81, 83
Gourdine Systems: Aug. 65
Grace W. R. & Co.: Sept. 76; Dec. 39, 40
Graham & Dodd: Nov. 49
Graphic Controls: Sept. 38; Dec. 25
Great River Gas Co.: Aug. 50
Green Shield: Aug. 60
Grimm, W. T.: Dec. 29
Grinnell: Dec. 25
Group Health Insurance Inc.: Sept. 118
Grumman Aircraft: July 33; Aug. 57
Gulf & Western: Nov. 126; Dec. 74

H

Hammond Corp.: Oct. 125
Handy & Harman: Oct. 53
Hardee's Food System: Dec. 25
Harris Upham & Co.: Sept. 111
Harsco Corp.: Dec. 37
Hartford Fire: Nov. 126
Harvey Aluminum: July 33

Hawaiian Punch: Dec. 52
Hebrew National Electronics: Aug. 36
Hedges & Butter: Oct. 68
Hewlett & Packard Co.: Sept. 76; Oct. 104;
Nov. 45
Hodgeson House: Dec. 74
Holiday Inns: Sept. 41
Holly Farms: Nov. 49
Honeywell: Aug. 26
Household Finance: Aug. 42; Sept. 40
Howard Johnson: Oct. 137, 138
Hughes Aircraft: Oct. 22; Dec. 34
Humber, Mundie, McClary: Sept. 72
Humble: Nov. 101, 102, 104
Hunt Foods: Sept. 40
Hyuck Corp.: Sept. 38

I

Imperial Corp. of America: Sept. 41
Indian Head, Inc.: Nov. 82, 84, 86; Oct. 70
Indian Head Mills: Nov. 82, 83, 84, 86; Dec. 74
Industrial Research Publications: Nov. 43
Information Handling Systems: Nov. 84
Integrated Container Services: Aug. 32
Interior Airways: Nov. 102
International Assoc. of Machinists: Dec. 36
International Business Machines: July 67; Aug. 53;
Oct. 74, 109, 126; Nov. 48, 65; Dec. 46, 48
International Harvester: Nov. 104
International Latex: Oct. 61, 62
International Mineral & Chemical Corp.: July 35
International Rectifier: Oct. 104
Interphoto Corp.: July 33
Ipcos Hospital Supply: Nov. 133, 134
Irving Trust Co.: Nov. 61
Ionics: Nov. 45
Iowa Beef Packers: Sept. 39
ITT: Sept. 74; Oct. 53, 54

J

Jersey Standard Oil: Sept. 45
John-Mansville Corp.: Nov. 62, 65
Jones & Laughlin: Nov. 126
Josten's, Inc.: Dec. 59, 60

K

Kaiser: July 42
Kalvar Corp.: Aug. 35
Kellogg, M. W.: Oct. 24
Kelvinator: Nov. 94
Kentucky Fried Chicken: Aug. 32; Dec. 24, 25
Kerr McGee: Sept. 39
Kidde, Walter: Sept. 105; Dec. 36, 74
Kimberly-Clark: Dec. 47, 48
King Resources: Aug. 37
Kinney National: Sept. 39
Koppers Co.: Oct. 54

L

Lasser, J. K. & Co.: Nov. 65
Leasco Data: Aug. 32; Nov. 48; Dec. 25
Leaseway Transportation: Sept. 125, 126
Lehman Bros.: Dec. 27
Levin-Townsend: Dec. 24, 25
Leyland: Oct. 97
Libbey-Owen-Ford Glass Co.: Nov. 65, 66
Liberty Corp.: Sept. 125, 126
Liggett & Meyers: Dec. 50
Lincoln National Life Insurance: Dec. 88
Ling-Temco-Vought: July 33; Oct. 90;
Nov. 68, 126
Liquid Carbonics: Sept. 37

Little, Arthur D.: Aug. 63
Litton Industries: Oct. 90; Aug. 29;
Dec. 30, 63, 67, 74
Lockheed Missiles & Space Corp.: Oct. 103;
Nov. 35, 101-103; Dec. 30
Logetronics: Nov. 45, 44
Loew's Theatres: Nov. 125
Lytton Financial Corp.: July 32
Luckenheimer Corp.: Dec. 28

Mc

McDonnell Douglas Corp.: Dec. 40
McNeil Corp.: Dec. 40

M

Macrodyne: Nov. 126
Madison Fund: July 73
Manhattan Fund: Nov. 48; Dec. 87
Markham Publishing Co.: Nov. 43, 120
Marks Polarized Co.: Aug. 65
Marlin-Rockwell: Dec. 34
Marschalk: Dec. 29
Marsteller, Inc.: Oct. 48
Martin-Marietta: Aug. 28-31, 69
Mattell Inc.: Sept. 41
Maxson Electronics Corp.: Aug. 69
Mead Corp.: Aug. 25, 26, 27; Oct. 54
Medicenters: Dec. 25
Medtronics: Sept. 41, 49; Oct. 104
Mellon Bank: Nov. 74, 76
Memory Technology: Nov. 45
Merck: Nov. 133, 134
Mergenthaler Linotype: Sept. 118
Merrill Lynch Pierce Fenner & Smith:
Aug. 37; Dec. 83
Mid-America Pipeline: July 33
Mid-Continent Mfg.: Sept. 16
Midland Metal Co.: Dec. 54
Miles Laboratories: Oct. 90
Miller & Fink Publishing: Nov. 44
Minnie Pearl's Chicken System: Aug. 32
Milton Roy: Oct. 103, 109, 111
Missouri-Kansas-Texas Rd.: July 33
Mobil Oil: Sept. 45; Nov. 102
Mohawk Data Systems: Nov. 49; Dec. 25
Monarch Machine Tool: Sept. 38
Monogram Industries: Dec. 74
Monsanto Research: Aug. 67
Mortgage Investment Trust: Sept. 79
Motka: Nov. 98
Motor Co.: Aug. 26
Motorola: Oct. 60
Multronics: Nov. 45
My-T-Fine Pudding: Dec. 50

N

Narco Scientific: Nov. 124, 125
Nashua Mfg. Co.: Nov. 84
National Airlines: July 33
National Can: Oct. 137, 138
National Cash Register: July 69; Aug. 45;
Oct. 129; Nov. 36
National Data Corp.: Aug. 32
National Distillers & Chemical Corp.:
Dec. 37
National Lead Co.: Nov. 62
National Search: Oct. 54
National Securities Series: July 31
National Student Marketing Corp.: Oct. 58
National Systems: Aug. 37
Noland Co.: Sept. 50
Norfolk & Western: July 31

COMPANY INDEX

North Air Inc.: Nov. 102
North American Aviation Corp.: Nov. 33, 34, 35, 36
North American Rockwell: Nov. 36; Dec. 68; Oct. 20
Northern Illinois Gas Co.: Aug. 48, 49, 50
Northwest Airlines: July 33
Nytronics: Dec. 25

O

Occidental Petroleum: Sept. 40, 70; Oct. 60
Doyle O'Connor: Aug. 36
Octagon Industries: Dec. 24, 27
Olin-Mathieson Corp.: Oct. 53, 54
Omark Industries: Aug. 26, 70
O'Neil Fund: Sept. 41
Oppenheimer Fund: July 73; Nov. 48
Optical Scanning: Nov. 45
Orange Free State: Oct. 122
Over the Counter Securities Fund: Aug. 35

P

Pabst Brewing: July 33
Pacific Hawaiian Products: Dec. 50
Pacmarine Products: Sept. 91
Paine, Webber, Jackson & Curtis: Sept. 41
Pan Am: Nov. 126
Patio Foods: Dec. 50
Potlach Forests: Oct. 53
Paudex: Aug. 57
Penick & Ford: Dec. 50
Pfizer, Charles: Nov. 133, 134; Sept. 36; Oct. 90
Philco-Ford: Oct. 60
Philip Morris: July 33; Oct. 104
Phillips Petroleum: Nov. 101, 102
Pillsbury Co.: July 35; Aug. 46
Pipeline Technologists: Nov. 104
Polaris: Nov. 104
Polaroid: Sept. 39; Nov. 48
Price Waterhouse: Dec. 84
Procter & Gamble: Dec. 80
Proteus Foods & Industries: Sept. 91
Pratt & Whitney: Aug. 64, 67
Public Bank of Detroit: Sept. 80
Puritan Life Insurance: Dec. 88

R

Ramada Inns: Dec. 25
Ramo-Wooldridge: Dec. 71
Rand Development Corp.: Sept. 107
Randolph: Nov. 48
Raychem: Dec. 25
Rayette-Farberge: July 33; Sept. 90, 91, 92, 95
Raytheon: Oct. 54; Dec. 63, 64, 67; July 33
RCA: Dec. 68, 83, 84
Recognition Equipment: Dec. 25
Redding Corp.: Oct. 61, 62
Redman Industries: Dec. 25
Reilly, William B.: Oct. 62
Reiss & Chandler: Aug. 49
Reliance Insurance: Nov. 48
Reliance Electric Co.: Oct. 74, 126; Nov. 62
Renault: Sept. 99; Oct. 113
Research Cottrell: Aug. 35; Dec. 25
Rex Noresco: Aug. 37
Reynolds, R. J.: Dec. 50, 51, 52, 53, 54; July 42
Reynolds Foods: Dec. 50-54
Rheem Mfg.: Oct. 54; Dec. 27, 37

Richardson-Merrill: Dec. 29, 74
Ries, Capiello & Colwell: Oct. 49
Ritter Pfaudler Corp.: Sept. 86
Rockwell-Standard Corp.: Nov. 33, 36
Rollins Leasing: Dec. 27
R-Q Mfg. Co.: Sept. 83
Royal Crown Cola: Dec. 39
Royal Dutch Shell: Sept. 42-47
Royal Industries: Aug. 73, 74
Rubicon: Nov. 66

S

Saab: Sept. 99
Sainsbury Ltd.: Aug. 60
St. Louis Fed. Reserve Bank: Nov. 117
Saint Regis Paper Co.: July 54, 57
Sanders Associates: July 33
Sandgren & Murtha: Sept. 118
San Francisco National Bank: Sept. 80
Santa Fe Railroad: Dec. 64
Saturn Industries: Dec. 24, 25
Scantlin Electronics: July 70
Schering: Nov. 133, 134
R. M. Schmitz & Co.: Dec. 20
Schweickart: Aug. 35, 36, 37
Scientific Data Systems: Sept. 58, 61, 113-116; Dec. 20
Scott Paper Co.: Nov. 34, 35
Seaboard World Airlines: July 54, 55, 57, 58
Seafood Products: Sept. 91
Sea Host: Sept. 91
Seneca Falls Machine Co.: Sept. 82, 83, 85, 86
Sheller Globe: Sept. 41
Shell Oil: Sept. 42, 45
Shell Transport & Trading Co.: Sept. 42
Sinclair Oil: Dec. 74
Sinclair & Valentine: Aug. 31
Singer Co.: Nov. 34
Singer & Mackie: Aug. 37
Sitkin Metal Training: Dec. 51, 54
Sitkin-Midland: Dec. 54
Sitkin Smelting & Refining: Dec. 51, 54
SKF: Oct. 53
Slater, Walker Securities Ltd.: Oct. 90, 91, 94, 96
Solitron Devices: Dec. 25
Southern Dyestuff: Aug. 31
Sperry Products: Sept. 105
Sperry Rand: Aug. 25, 70
SS Automobiles: July 63
Standard Oil of New Jersey: Aug. 39; Dec. 37, 46
Standard Oil of Ohio: Dec. 46
Steam & Co.: Nov. 83
Steel Producers of Pennsylvania: Sept. 16
Stepan Chemical Co.: Oct. 90-92
Sterling Electronics Corp.: Dec. 40
Sterling Precision: Dec. 25
Stern Metals Corp.: Nov. 82, 83, 86
Stover Broadcasting: Nov. 125
Stouffer: Dec. 67
Sunshine Biscuits: Dec. 45
Studebaker Worthington: July 33
Sweden Freezer: Oct. 109

T

Tally Industries: July 33
Tampax: Sept. 39
Tapco: Dec. 34, 71
Tappan: Dec. 63
Taylor Wine Co.: Oct. 99, 100

Tayre Corp.: Aug. 73
Teledyne: Aug. 73, 74; Oct. 137, 138; Nov. 45; Dec. 74
Technical Studies: Nov. 43
Tesco Stores Ltd.: Aug. 60
Tesoro Petroleum: Nov. 124
Texaco: Oct. 60
Texas Gulf Sulphur: Oct. 51, Dec. 83
Texas Instrument: Nov. 48; Dec. 68
Textron: Nov. 45, 82, 84, 104; Dec. 29
Thermo Electron Engineering: Aug. 65
Thermoplastic: Oct. 60, 61
Tridair Industries: Nov. 40
Thiokol Chemical: Oct. 109
Three M: Oct. 104
Time, Inc.: Oct. 50
Tobey & Kirk: Sept. 39
Toshiba Int.: Aug. 63
Touche, Ross, Bailey & Smart: Sept. 50
Trade Relations Assoc.: Sept. 36
Trans Caribbean Airways: Dec. 36
Trans Lux: Dec. 25
Travelodge: Sept. 41
Troster, Singer: Aug. 35
TRW: Dec. 30, 34, 49, 71, 73
Tsal Management: Dec. 87

U

Unilever: Sept. 125
Union Carbide: July 75; Oct. 54, 74; Dec. 40
Uniroyal: July 81, 83; Oct. 42, 47, 131, 132; Dec. 46
United Aircraft Corp.: Oct. 60, 104
United Airlines: Dec. 36
United Auto Workers: Sept. 80
United-Carr: Dec. 34
United Merchants: Sept. 125
United Mine Workers: Sept. 80, 81
United Rubber: Oct. 47
United Press International: Dec. 84
U.S. Industries: Dec. 27
U.S. Plywood-Champion Papers: Dec. 40, 77
United States Truck Lines: Aug. 37
U.S. Steel: Nov. 66
Univac: Aug. 27
UPI-Bunker Ramo-Newswire: Dec. 84
Utah Construction: Dec. 25

V

Varian Assoc.: Nov. 45; Dec. 64
Velcro, Inc.: Aug. 37
Vermont Maid: Dec. 50
Vicks Chemical Co.: Dec. 29
Victor Value: Aug. 60
Victory White Metal of Cleveland: Dec. 54
Voiceprint Laboratories: Aug. 54
Volvo Co.: Sept. 97, 99

W

Walter, Jim Corp.: July 33
Warner Lambert: Nov. 133
Warner-7 Arts: Dec. 25
Wasco Corp.: Dec. 51
Wein Consolidated: Nov. 102
Western International: Sept. 41
Western Nuclear: Dec. 25
Westinghouse Electric: Aug. 48; Sept. 84, 110
White Consolidated Industries: Nov. 94
Winston-Salem: Dec. 50

X

Xerox: Sept. 40; Oct. 74; Nov. 48
Xtra, Inc.: Aug. 32

AUTHOR INDEX

AUTHOR INDEX: DEPARTMENT KEY

Modern Industry (MI)
Sales and Marketing (S)
International Business (I)
The Economy (E)
Businessmen's Expectations (BE)
Business Failures (BF)

-B-

BERKWITT, GEORGE J.

How Good Are the Management Sciences? July 34
A Formula for Measuring Executives Aug. 43
The Rocky Road to Company Goals Sept. 48
Up-Tight in Software Oct. 73
The Model Way to Corporate Success Nov. 33
The Five-Year Forecast: Better Than a Guess Nov. 61
Management's Closed Loop Dec. 38

BRDLIK, MEL

Exotic Energy: The Sky's the Limit (M.I.) Aug. 63
Ultrasonics: The Quiet Boom (MI) Sept. 106
The Billions in Biomedics (MI) Oct. 103
The Strange Case of the Company Plane Nov. 50
Revving Up the Dealers (S) Nov. 93

-C-

CAPLAN, BASIL

Volvo Keeps Rolling Along (I) Sept. 97

-G-

GEIST, LEE

The Growth Management of TRW Dec. 30

GELLER, IRVING

Microwaves: A Technology in Search of a Market (MI) Dec. 63

GREGORY, GENE

The "Other" German Miracle Nov. 79

-H-

HENNEFRUND, WILLIAM L.

Alaska Report (MI) Nov. 101

HERSHMAN, ARLENE

Will the Funds Run Companies? July 31
Over the Counter: Frantic, Frenetic, Frazzled Aug. 32
What Is a Businessman's Risk? Sept. 38
General Electric's Old-Boy Club Oct. 48
"This Is a Special Situations Market" Nov. 48
U.S. Stocks the Swiss Don't Like Dec. 23

-L-

LEKACHMAN, ROBERT

The Tax Package: Economic Overkill? (E) July 11
"We're Doing Something Right". (E) Aug. 11
Economic Policy After Vietnam (E) Sept. 11
The New Economics - What Has It Accomplished (E) Oct. 11
The Dismal State of the Dismal Science (E) Nov. 15
Business and the Democrats (E) Dec. 11

LERMAN, ARNOLD

Antitrust: A Hard Look at the Guidelines Sept. 66

LEVY, ROBERT

The Hobbies of Business July 50
Another Part of the Forest July 54
Smilin' Jack of the Cargo Jets July 54
The Total Energy of Marvin Chandler Aug. 48
The Wizard of North Bergen Aug. 48
The Methods Manager From Indiana Sept. 82
To Catch a Star (S) Sept. 90
Turnaround Specialist Oct. 90
Chief of the Indians Nov. 82
Big Wheel on Campus (S) Dec. 59

LEWIS, VIVIAN

French Oil and De Gaulle (I) Sept. 99

LIEBERSTEIN, STANLEY H.

Trade Secrets - and the Mobile Executive Oct. 60

LYNCH, PHILIP

Socializing the Losses? (I) Oct. 112

-M-

MARGETTS, SUSAN

A Car Called Excalibur (S) July 63
Farrington Scans the Future (S) Aug. 53
What Makes a Winner? Sept. 71
Garbage In, Profits Out? Sept. 82
The Master Plan of Wah Chin (S) Sept. 90
Divorce Executive Style Oct. 36
Taylor-Made Profits (S) Oct. 99
Filer in Precious Metals Nov. 82
The Master Chef of Management Dec. 50
He Turns Junk into Gold Dec. 50

Mc GREGOR, ALAN

Titan of the Tape Records (I) Aug. 57

MERKER, IRIS

Businessmen's Expectations (BE) Sept. 127
" " " " " " Dec. 93

MURRAY, THOMAS J.

Alcoa: A Giant on the Go July 40
Teams of Trouble Aug. 25

NUTTALL, ROGER

"The Oddest Industry on Earth" Oct. 64

-P-

POINDEXTER, JOSEPH

A Conglomerate Called Martin-Marietta Aug. 28
Uniroyal: Where Does It Go From Here? Oct. 42
French Business (I) Oct. 112
The Daring Young Men of Acquisitions Dec. 26
Management Training: An Act of Faith Dec. 46

-R-

ROSEN, GERALD R.

Close-up: A Talk With Alf Landon July 12
A Negative Income Tax? Aug. 38
What's Ahead in Capital Spending? Oct. 53
Close-up: "Let's Change Capital Gains" Nov. 16
Next Year's Biggest Challenge Dec. 36
The New Realities of Corporate Power Dec. 43
Washington Desk Monthly

ROSS-SKINNER, JEAN

Britain's Stamp War (I) Aug. 58
Free Trade Across the Atlantic? Sept. 51
The English Jimmy Ling Oct. 90
Britain's Maverick Bank Nov. 72

-S-

SAUERHAFT, STANLEY

A Handy Guide to the Corporate Raider Oct. 38
Advice from an Aging Conglomerator to His Nephew Nov. 37

SEEGER, MURRAY

The Unions and the Money Managers Sept. 79
Coming Next: The Super-Union Oct. 79

-V-

VIORST, MILTON

He Holds the Government Purse Strings July 47
The Man Who Fights Inflation Nov. 57

-W-

WAKIN, EDWARD

Why Can't Executives Communicate? Nov. 66

WEINER, JACK B.

SDS: It's Real-Time Management Sept. 58

WEINGARTEN, JAALA

Reciprocity Under Fire Sept. 35
Can You Trust a Marketer Over 30? Oct. 68

WILLATT, NORRIS

The Cash in Clay (I) Nov. 95

WYANT, ROWENA

Eliminating the Middleman (BF) July 87
A Tale of Two Bankruptcies (BF) Aug. 82
Due to Circumstances (BF) Sept. 129
To Be a Boss (BF) Oct. 145
The Credit-Ability Gap (BF) Nov. 135
The Spoilers (BF) Dec. 91